State Reporting Systems for Food Stamp Nutrition Education: Preliminary Results of a Poll

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Background

- Sent April-May, 2003
- Intended to assess the array of evaluation data used by states
- Completed by state FSNE coordinators, including Networks

Respondents

- 42 state FSNE projects from 41 states
- 5 exclusively Network projects from 5 states
- 5 states merged FSNE and Network activities on one survey response
- Response rate:
  - Networks, 9/20 = 45%
  - FSNEPs, 47*/48= 97%
  - 41 states/48 states with programs = 85%
  - * Includes more than 1 response from some states

Research Questions

- Do programs collect quantitative data?
- If so, for which of the 4 USDA priority areas?
- What are the methods and measures programs use?
- How varied or similar are the data collection measures?

About the Data

- All data should be considered preliminary
- Quantitative data are available as Networks (N), FSNEs (F), Merged programs (M), and a total (A-all)
- Qualitative data were coded only for programmatic measures- descriptions and opinions will be analyzed separately

Respondents Collecting Demographics, Reach, and Dosage

Outputs	How Food Stamp Nutrition Education is Provided	Do You Collect Information On This Output?	Is Measurement Uniform Across Projects/Counties?	Are Quantitative Data Reports Produced?	What Data Collection Measures Do You Use?
		N=52	N=52	N=52	N=52
Characteristics of Target Audience	Through primary contact	48	41	48	45
	Through secondary contact	30	21	26	28
Types of Activity		50	46	49	46
Number Reached	Through primary contact	52	51	51	41
	Through secondary contact	45	27	23	39
Dosage (amount of contact)		25	25	44	38

The Proportion of All Responding Programs that Work at Each Level of Influence
(range is by sub-area)
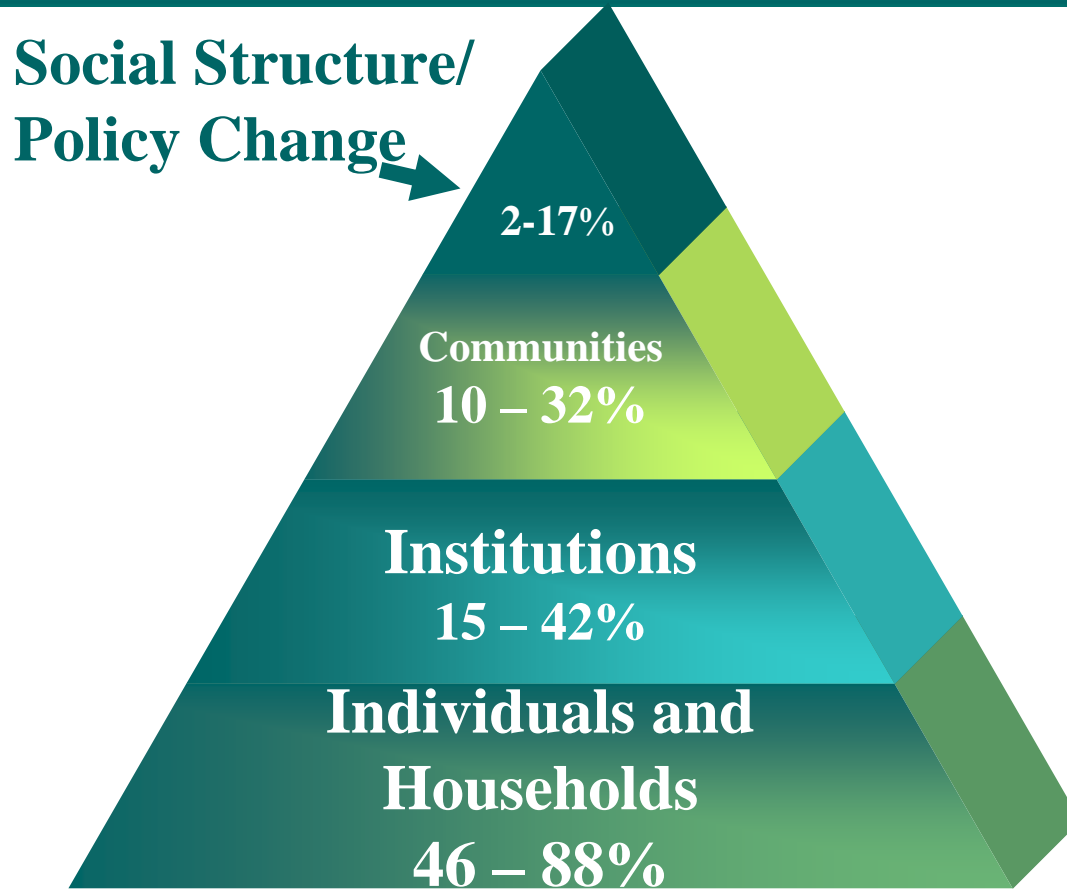
Number of Programs with Data at Each Level of Influence

		Diet Quality	Food Security	Food Resource Management	Food Safety
Social Structure/ Policy Change	Public Policy	4	2	2	2
	Changes in Infrastructure	6	4	1	2
	Contacs with Policy Makers	9	8	5	5
	Public Opinion	3	2	1	2
Communities	Organized Efforts/ Partnerships	17	11	11	11
	Community Involvement	9	7	6	5
	Community Awareness	14	8	8	8
Institutions	Integration	15	8	11	13
	Implementation	22	17	18	19
	Awareness	17	9	10	12
Individual Households	Knowledge/ Skill	45	35	37	41
	Intent to Change/ Motivation	39	24	33	32
	Changed Behavior	46	33	39	40

Program Outputs Collected at the Individual or Household Level of Influence

- More programs collected information at this level than any other level: 24-49 programs (depending on sub-area)
- This level included **Knowledge/Skill, Intent to Change/Motivation**, and **Changed Behavior**
- Knowledge and Behavior Change were collected more than Intent to Change
- Outputs for Dietary Quality were collected the most often, and Food Security the least often
- Self-Report and Observation were the most often cited methods

Behavior Change: Most Commonly Used Data Collection Measures or Categories

	Diet Quality			Food			Food			Food Safety		
	N	F	M	N	F	M	N	F	M	N	F	M
Self-report	3	29	3	2	15	3	2	22	3	3	21	3
Observation (formal or informal)	1	6	2		5	2		6	2	3	6	2
Surveys (pre, post, pre-	1	2		1	6		1	8		1	5	
ERS forms		6	1		2	1		2	1		2	1
24 hour recall					2			1			1	
Checklists	1	1		1	1		1			1	1	
Teacher, volunteer	1		1	2		1	1		1	3		1
Other	2	5		1	1		1	1		1	1	

Depending on substantive area, from 32-42 programs commented on this measure.

"Other" includes single mentions in only one substantive area.

Data Collected at the Institutional Level of Influence

- Between 8 and 22 programs, (15-42%), reported collecting data at this level of influence
- This level included **Awareness** (Social Marketing Campaigns, Distribution of Materials at Institutional Sites), **Implementation** (New Program Changes or Additions), and **Integration** (Train-the-Trainer or Volunteer)
- Diet Quality data were collected the most often, and Food Security the least often
- Implementation data were collected most often, followed by Awareness and Integration

Data Collected at the Community Level of Influence

- This level included **Community Awareness** (Social Marketing Campaigns, New Programming), **Community Involvement** (Grassroots Organizing), and **Organized Efforts** (Formal Partnerships)

- Community-level program data were collected less than Individual and Institutional data, but more than Policy and Social Structure Data

- Between 5 and 17 programs, (10-33%), reported collecting data at this level

- Diet Quality measures were collected at this level of influence the most

- Data on Formal Partnerships were collected more than community awareness community involvement (grassroots organizing)

Data Collected at the Policy and Social Structure Level of Influence

- This level included **Public Opinion, Contacts with Policy Makers, Changes in Infrastructure**, and **Public Policy** (drafting position papers, changes in law)
- Most programs do not collect data for this level of influence
- Data for Food Resource Management were rarely reported at this level
- Contacts with policy makers were reported the most (5-9 programs), followed by changes in infrastructure (1-6 programs)
- Fewer than four programs reported on public opinion or public policy

Endpoints Used for Evaluation of Targeted Teaching, Organizing, and Social Marketing Efforts

- The most common endpoints reported by programs for Diet Quality were increased fruits and vegetables (48), less fat (42), and increased variety (40)
- Improved Food Security was the most common endpoint (31) for that area
- Planning, Purchasing, and Preparing were highly used endpoints (45, 43, and 38 programs, respectively)
- More than 40 programs used personal hygiene, avoiding cross contamination, and safe temperatures as endpoints for Food Safety
- For all areas, removal of community barriers was the least utilized endpoint (7-13 programs)

Doing and Reporting Evaluation

- 45 programs report that at least three-quarters of counties or projects do evaluation
- 41 programs have some type of standard reporting system
- Pre-Post and Post-Pre are the most typical research designs
- All responding programs produce some type of quantitative report
- 32 programs "don't know" if they have unmet needs for evaluation from USDA

Summary: Research Questions

- *Do programs collect quantitative data?* Yes, most programs collect and report evaluation statistics.

- *If so, for which of the USDA priority areas?* Diet Quality is the most commonly used area.

- *What are the methods and measures programs use?* Self-report and activity tracking are the most common.

- *How varied or similar are the data collection measures?* Extremely varied, with hundreds of different types of measures BUT many elements are also similar across programs-demographics, program reach, activity tracking.

What's Next?

- Quantitative and qualitative tables are available for additional review.

- Qualitative transcripts are available upon request.

- Additional surveys will be collected to improve the response rate.

- Interpretive feedback from respondents and other stakeholders is needed.

- Other comments, such as concerns about reporting or narratives of special accomplishments by programs, should be addressed.